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Charles Morris

Robert Roper

University of Maine Augusta, Bangor

Thomas Allen

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**The Economic Contributions
of Maine State Parks:
A Survey of Visitor Characteristics,
Perceptions and Spending**

Prepared by

Charles E. Morris

Robert Roper

Thomas Allen

Margaret Chase Smith Policy Center

The University of Maine

June 2006

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Bureau of Parks and Lands, the Land and Water Conservation Fund
and the Maine Outdoor Heritage Fund.*

EXECUTIVE SUMMARY

In 2005 the Bureau of Parks and Lands, Maine Department of Conservation reported a total of 2.1 million visitors to Maine state day-use parks, campground parks and historic sites. The Margaret Chase Smith Policy Center at the University of Maine in conjunction with the Maine Department of Conservation conducted a study to determine the total contribution to Maine's economy that results from the spending related to visitors to Maine state parks and historic sites as well as from the operation of those parks. In addition the study sought to determine the characteristics, behaviors and perceptions of those visitors.

Economic Activity

Based on a self-administered survey of visitors to Maine state parks and historic sites in 2005, we estimate that visitors spent \$60.3 million on goods and services directly related to their state park visits. This includes \$48.7 million of trip-related spending (e.g., gasoline, groceries, restaurant meals, lodging, souvenirs, etc.), \$6.8 million of spending on durable goods attributed to use in the state parks (e.g., clothing, coolers, packs, beach toys, binoculars, watercraft, etc.), \$2.5 million spent by campers on camping equipment used in state parks, and \$2.2 million of admission, camping and other fees paid directly to the parks or Bureau offices.

The largest portion of visitor spending not including park admission fees is made by day users of the state parks (\$37.4 million), followed by visitors to the historic sites (\$12.1 million) and campers (\$8.6 million). Including the multiplier effect, state park visitors support \$95.7 million of economic activity in Maine, including 1,449 full- and part-time jobs that provide \$31.1 million of personal income.

Total Expenditures by Visitors to Maine State Parks, 2005

	Day Use	Historic Site	Campground	All Visitors
Trip-related expenditures	\$ 32,954,940	\$ 11,125,002	\$ 4,636,378	\$ 48,716,320
Outdoor recreation equipment	\$ 4,456,897	\$ 946,053	\$ 1,447,520	\$ 6,850,470
Camping equipment			\$2,543,518	\$2,543,518
Subtotal	\$37,411,837	\$12,071,055	\$8,627,416	\$58,110,308
Park fees ¹				\$ 2,219,189
TOTAL	\$ 37,411,837	\$ 12,071,055	\$ 8,627,416	\$ 60,329,497

¹Includes day use, camping and miscellaneous fees, some of which are aggregated and not reported by park type. Includes some river corridor fees.

Visitors to State Parks and State Park Use

The survey also produced information about visitors to all Maine state parks and historic sites included in the study as well as their use of the parks. Among the highlights are the following:

Nearly two-thirds of visitors to state parks and historic sites are Maine residents and just under one-third are out-of-state residents. A majority of visitors to historic sites are out-of-state residents.

Almost all visitors to state parks and historic sites in 2005 had visited state parks or historic sites in 2004 and three-quarters had visited more than once in 2004. Nearly 85% of 2005 visitors expect to visit Maine state parks or historic sites more than once in 2005 and over half expect to visit four or more times in 2005.

The average size of parties visiting Maine state parks and historic sites is 4.1 persons. Day use parks average 4.3 persons per party, campground parks average 3.9 persons and historic site average 3.5 persons per party.

Almost half of those groups visiting state parks and historic sites contained at least one child (17 years or under) and fewer than one-fifth of parties included elders (65 years or older).

The most common activities of state park visitors are observing nature, picnicking, swimming, and photography.

Nearly one-half of visitors to all parks and historic sites indicate that their park visit was the primary purpose of their recreational trip.

Among those park operations and facilities rated as most important, ratings of satisfaction were very close to or higher than ratings of importance. More than 95% of survey respondents rated their visit as good or excellent.

Just over one-half of parties visiting state park campgrounds used a tent as their primary camping shelter and just under one-half used either a camper or recreational vehicle.

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INTRODUCTION

This study was conducted as part of a cooperative agreement between the Margaret Chase Smith Policy Center at the University of Maine and the Bureau of Parks and Lands, Maine Department of Conservation. The primary objective of this study is to estimate the economic impact of state parks in Maine. A related objective is to describe the characteristics, behaviors, and perceptions of visitors to Maine state parks. This report presents the results of a survey of visitors to Maine state parks and historic sites conducted between May, 2005 and October, 2005 and an assessment of the economic impact that visitor spending and park operations in Maine had on Maine's economy in 2005. The survey included 42 staffed and developed state parks where visitation is recorded: 20 day use parks, 10 historic sites and 12 campground parks. For purposes of this study, the 12 day use areas of the campground parks are included among day use parks as listed in Appendix 4. The appendices to this report present the survey materials used in this study.

METHODOLOGY

Survey Sample

The survey sample used in this study was based on 2004 Bureau of Parks and Lands' records of the number of visitors to each state park and historic site in Maine. The Bureau of Parks and Lands manages three broad park types: day use parks, historic sites, and campground parks, that also include day use areas. The survey design included a sample population of 900 individuals from day use parks, 749 individuals from historic sites and 752 individuals from campground parks. A total of 73 surveys were not distributed late in the season because staff were not available to distribute them. Appendix 1 presents the number of visitors, the original sample, the final survey sample and the number of respondents by individual state park.

The survey sample was divided proportionally to individual parks within each park type according to 2004 total visitation figures. Similarly, the samples for each park were divided proportionally by month according to 2004 monthly visitation figures. Based on Bureau of Parks and Lands estimates, monthly samples for each park were evenly divided between weekdays and weekends and individual surveys were randomly assigned to individual days for distribution. If more than one survey were to be distributed on any given day, half were distributed in the morning and half in the afternoon.

In order to ensure an adequate number of observations for statistical accuracy, the survey samples were developed for each of the three types of state parks. With the exception of the description of respondent demographics, the reported study results are adjusted to represent 2005 actual visitation figures.

Survey Implementation

The survey questionnaire was developed in close cooperation with representatives of the Bureau of Parks and Lands. The questionnaire was developed to solicit demographic information on respondents and members of their parties, state park visitation patterns, recreational behaviors, perceptions of the park, and spending related to their park visit.

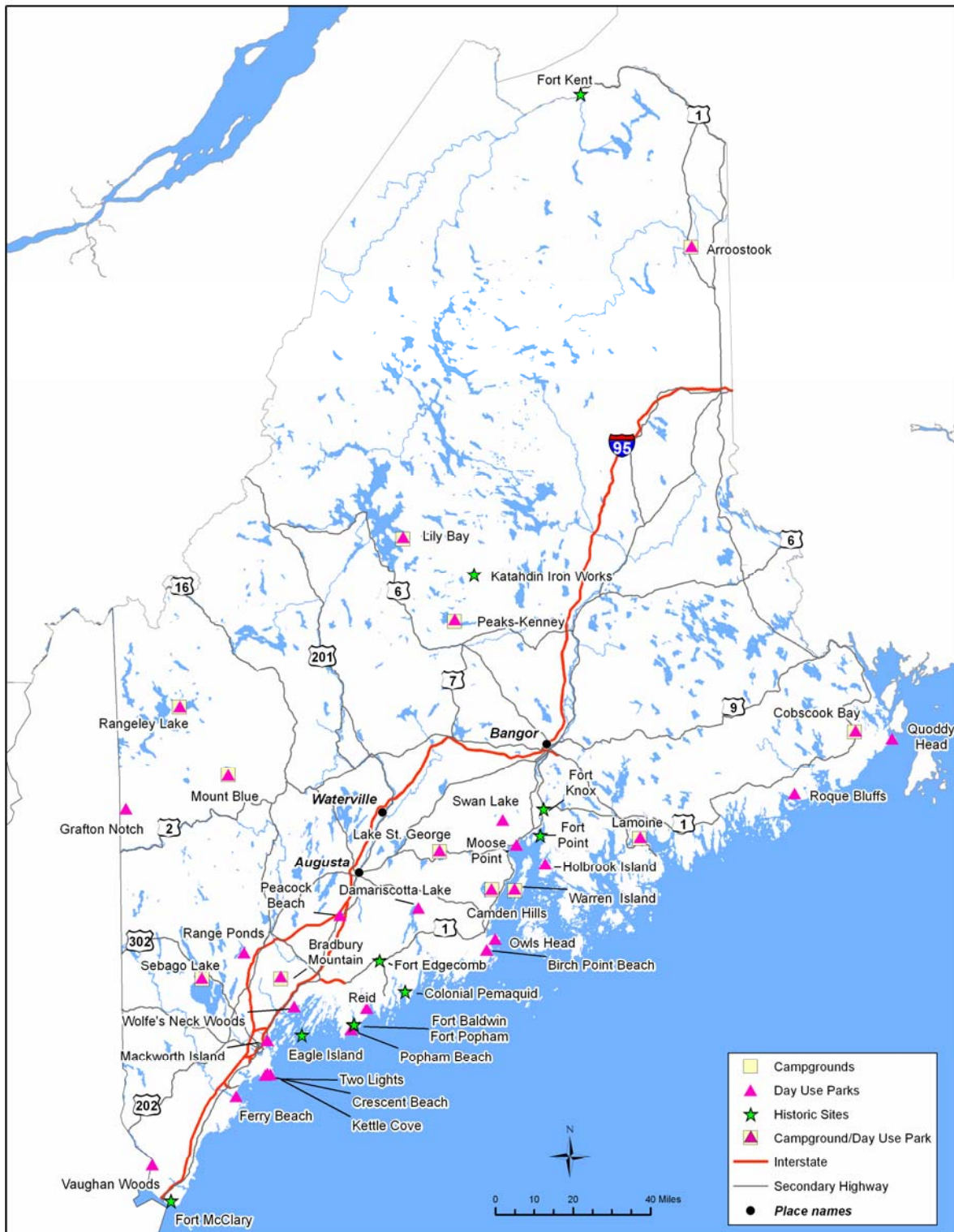
Each state park, historic site and campground was provided monthly calendars specifying which questionnaires were to be distributed on which days. In most cases, visitors come to the parks in groups (parties) by automobile. The selection protocol directed park officials to identify a vehicle and then solicit participation in the survey from the driver of the third vehicle after the identified vehicle. If the driver of the third vehicle declined to participate, the next vehicle was selected. The survey solicitation language protocol is presented in Appendix 2. Once a visitor agreed to participate, their name and address was recorded (for replacement mailing) and they were provided the survey materials (cover letter, questionnaire, and postage-paid return envelope – see Appendix 2). Figure 1 displays the location of the day use parks, historic sites, and campground parks included in this study.

Replacement mailings were performed for questionnaires not returned within three to four weeks after distribution. Responses from returned, completed questionnaires were entered into a computer data file. The data file was cleaned to reconcile any values out of range and checked for logical inconsistencies. A total of 1,604 completed questionnaires were received representing 68.9% of the final survey sample. Table 1 presents the final survey sample and respondents by park type.

Table 1
Survey Sample and Respondents

Park Type	Survey Sample	Respondents	% of Sample
Day Use	882	609	69.0%
Historic Site	708	481	67.9%
Campground	738	514	69.6%
Total	2,328	1,604	68.9%

Figure 1
Maine State Day Use Parks, Historic Sites, and Campground Parks



RESPONDENT DEMOGRAPHICS

This section of the report describes the demographics of respondents (those individuals who completed questionnaires) including residence, gender, age, education, and household income.

Table 2
Respondent Residence and Gender by Park Type

	Day Use	Historic Site	Campground	All Parks
Residence				
Maine Resident	68.4%	44.2%	60.5%	58.5%
Out-of-State	31.6%	55.8%	39.5%	41.5%
Total	100.0%	100.0%	100.0%	100.0%
Gender				
Female	60.8%	55.9%	58.8%	58.7%
Male	39.2%	44.1%	41.2%	41.3%
Total	100.0%	100.0%	100.0%	100.0%

As shown in Table 2, day use and campground respondents were primarily Maine residents and historic site respondents were primarily non-residents. A majority of survey respondents were female, regardless of the type of park visited.

Table 3 displays respondents' age and education by park type. Regardless of park type, the average and median age of respondents falls between 45-50 years. Historic site respondents are slightly older than campground and day use park respondents. A majority of all respondents had at least a bachelor's degree. Respondents visiting historic sites reported the highest level of formal educational attainment with 33.8% reporting having received a master's degree or higher.

Table 3
Respondent Age and Education by Park Type

	Day Use	Historic Site	Campground	All Parks
Age (Years)				
Average	46.2	49.0	47.8	47.6
Median	45.0	49.0	48.0	47.0
Education				
Associate's degree or less	43.3%	40.6%	47.9%	43.8%
Bachelor's degree	29.0%	25.6%	28.4%	27.8%
Master's degree or higher	27.7%	33.8%	23.7%	28.4%
Total	100.0%	100.0%	100.0%	100.0%

As shown in Table 4, regardless of park type, a majority of respondents reported household incomes of \$50,000 or more. Respondents from historic sites reported higher household incomes than respondents from day use or campground parks. Over three-quarters (75.7%) of historic site respondents reported household incomes of \$50,000 or more compared to 67.3% of campground respondents and 62.3% of day use park respondents.

Table 4
Respondent Household Income by Park Type

Household Income	Day Use	Historic Site	Campground	All Parks
Less than \$25,000	10.5%	4.1%	8.1%	7.9%
\$25,000 - \$49,999	27.2%	20.2%	24.6%	24.3%
\$50,000 - \$74,999	25.3%	30.9%	30.8%	28.6%
\$75,000 - \$99,999	16.8%	17.1%	17.8%	17.2%
\$100,000 or more	20.2%	27.7%	18.7%	22.0%
Total	100.0%	100.0%	100.0%	100.0%

VISITATION TO MAINE STATE PARKS & HISTORIC SITES

The questionnaire asked respondents about their visitation to Maine state parks in 2004 and 2005. Respondents were asked how many times they visited a Maine state park in 2004, how many times they expected to visit a Maine state park in 2005, and how many different Maine state parks they expected to visit in 2005. Table 5 presents these visitation figures by park type.

Table 5
Visitation to Maine State Parks By Park Type

	Day Use	Historic Site	Campground	All Parks
Visits to Maine state parks or historic sites in 2004 (prior year)				
0	3.4%	6.7%	2.5%	3.7%
1	18.7%	28.7%	25.3%	20.8%
2 or 3	29.8%	27.7%	33.3%	29.9%
4 or more	48.1%	36.9%	38.9%	45.6%
Total	100.0%	100.0%	100.0%	100.0%
Expected visits to Maine state parks or historic sites in 2005				
1	12.2%	21.3%	17.7%	14.2%
2 or 3	29.9%	37.8%	37.4%	31.8%
4 or more	57.9%	40.9%	44.9%	54.0%
Total	100.0%	100.0%	100.0%	100.0%
Expected visits to different Maine state parks or historic sites in 2005				
1	16.4%	15.0%	22.6%	16.9%
2 or 3	56.4%	59.0%	54.1%	56.5%
4 or more	27.2%	26.0%	23.3%	26.6%
Total	100.0%	100.0%	100.0%	100.0%

Nearly all respondents indicated they had visited a Maine state park at least once in 2004. Only 3.4% of day use park respondents, 6.7% of historic site respondents, and 2.5% of campground respondents reported not visiting a Maine state park in 2004. A majority of all respondents in each park type reported having visited a state park or historic site two or more times in 2004. Almost all (99.7%) Maine resident respondents had visited a state park or historic site in 2004 compared to 88.6% of out-of-state respondents.

Over three-quarters of respondents from each park type indicated they expected to visit state parks or historic sites two or more times in 2005. Day use park respondents expected to visit most frequently with 57.9% expecting to visit four or more times in 2005. Similarly, over three-quarters of all respondents indicated they expected to visit multiple state parks or historic sites in 2005 and one-quarter expected to visit four or more state parks or historic sites in 2005. Almost all (97.3%) Maine residents expected to make more than one visit to a state park or historic site in 2005 compared to 66.6% of out-of-state respondents.

PARTY CHARACTERISTICS AND RECREATION EQUIPMENT

The survey questionnaire asked respondents to describe the characteristics of their party and the recreation equipment brought with them to the park.

Party Characteristics

Respondents were asked how many people in each of several age categories were in their party during this visit. Table 6 presents summary statistics on party size and party age by park type.

Table 6
Party Size and Visitor Age by Park Type

	Day Use	Historic Site	Campground	All Parks
Party Size (Visitors)				
Average	4.3	3.5	3.9	4.1
Median	3.0	3.0	3.0	3.0
Mode	2.0	2.0	2.0	2.0
Visitor Age				
0-5 years	9.3%	7.7%	7.2%	8.9%
6-11 years	15.1%	11.7%	14.5%	14.6%
12-17 years	17.7%	8.2%	11.7%	15.9%
18-44 years	30.0%	28.9%	34.0%	30.3%
45-64 years	21.7%	34.8%	27.5%	23.9%
65 years or older	6.2%	8.7%	5.1%	6.4%
Total	100.0%	100.0%	100.0%	100.0%

In terms of party size, day use park parties on average were the largest (4.3 visitors) and parties visiting historic sites were smallest (3.5 visitors). The median reported party size (3.0 visitors) and most frequently reported party size (2.0 visitors) were the same across all park types. The average party size at inland parks (4.7 visitors) was larger than at coastal parks (3.8 visitors); the average party size at swim parks (4.4 visitors) was larger than at parks without swimming facilities (not-swim parks) (3.9

visitors); and, the average Maine resident party size (4.3 visitors) was larger than out-of-state parties (3.8 visitors). Inland/coastal and swim/not-swim parks are listed in Appendix 4. The greatest variation in party size was reported by day use park respondents. Five groups with a party size of over 35 were reported by day use park respondents.

Children (under 18 years) comprise a larger proportion of visitors in both day use and campground parks (42.1% and 33.4% respectively) than in historic sites (27.6%). Likewise, parties visiting historic sites included a greater proportion of adults age 45 years and above (43.5%) than did parties visiting day use parks (27.9%) and campgrounds (32.6%). For each park type, approximately half of those responding reported that their party included at least one child and half reported that their party included no children.

Parties with Children and Elders

Table 7 presents the proportion of parties containing children (under 18 years) and elders (65 years and older). Overall, nearly one-half (48.1%) of all parties visiting all state parks and historic sites include children. Fewer parties visiting historic sites include children than do those visiting day use parks or campgrounds. Out-of-state parties include fewer children and more elders than do Maine parties. Parties visiting inland parks include more children than do those visiting coastal parks, and parties visiting swim parks include more children than do those visiting parks with no swimming facilities.

Table 7
Parties with Children and Elders
by Respondent Category

	Parties with Children	Parties with Elders
All Parks	48.1%	17.4%
Park Type		
Day Use	49.0%	17.9%
Historic Site	41.6%	19.0%
Campground	50.3%	12.0%
In State—Out-of-State		
Maine Resident	53.0%	14.2%
Out-of-State	40.8%	22.7%
Park Location		
Inland Park	57.0%	10.8%
Coastal Park	43.4%	20.9%
Swim Park—Not		
Swim Park	57.9%	16.1%
Not-swim Park	36.8%	18.9%

Recreation Equipment

Respondents were asked to indicate the types of recreational equipment they brought with them to the park. Table 8 displays the categories of recreation equipment listed in the questionnaire and the proportion of respondents reporting having brought each during their visit.

Table 8
Recreation Equipment by Park Type

Recreation Equipment	Day Use	Historic Site	Campground	All Parks
Camera/photography gear	51.5%	57.6%	67.9%	54.2%
Other (binoculars, books, surfboard, etc.	20.9%	13.7%	10.1%	18.7%
Hiking/climbing gear	16.4%	11.6%	34.4%	17.7%
Fishing gear	7.7%	12.3%	31.7%	11.0%
Bicycle	6.9%	7.5%	36.4%	10.2%
Outdoor games	9.4%	5.6%	19.1%	9.9%
Canoe/kayak/rowboat	7.1%	5.6%	29.0%	9.3%
Motorboat	2.0%	2.1%	10.9%	3.0%
ATV/motorbike	0.3%	0.8%	1.2%	0.5%

Across all park types, a camera/photography gear was the recreational item most frequently brought to the park. Campground respondents were much more likely to bring a canoe/kayak/rowboat (29.0%), a bicycle (36.4%), fishing gear (31.7%), and hiking gear (34.4%) than respondents from the other park types.

RECREATION BEHAVIOR

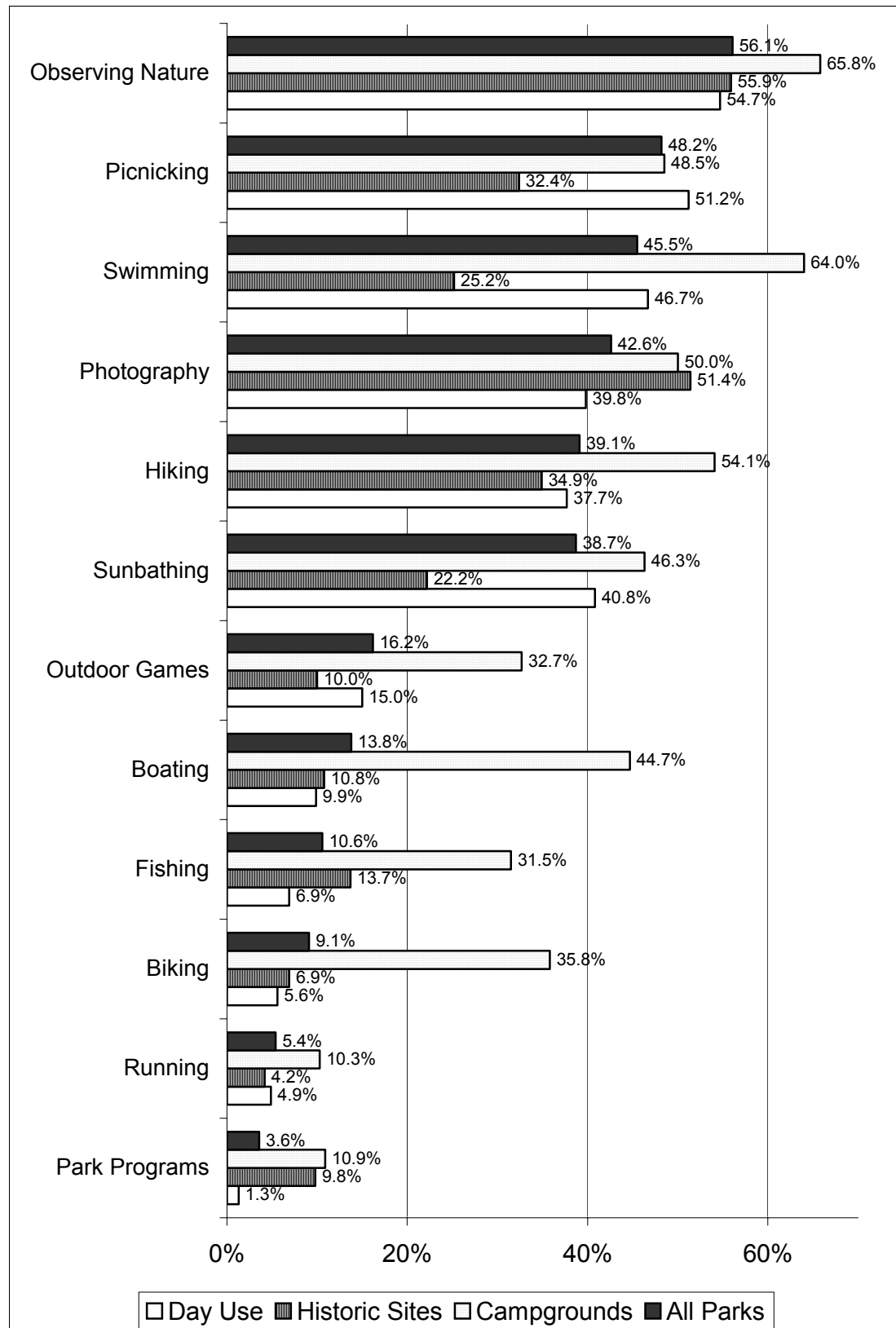
This section presents the various types of recreational behaviors respondents and others in their party engaged in during their visit to the state park. Reported first are the types of activities party members engaged in, such as hiking and swimming. Reported second is whether or not the visit was planned or unplanned. Finally, for parties that camped over-night at a Maine state park campground, the average length of stay and whether they tented or used a camper/RV (recreational vehicle) is presented.

Visitor Activities

Respondents were presented a variety of activities and were asked which activities their party engaged in during their trip to the park. Figure 2 displays most of the activities listed in the questionnaire and the proportion of respondents from each park type reporting that members of their party engaged in each activity. Fewer than one percent of respondents reported they engaged in hunting or ATV/motor bike riding (not shown in Figure 2).

As shown in Figure 2, the activities most frequently engaged in are observing nature and wildlife, picnicking, swimming, photography, hiking, and sunbathing. As expected, fewer historic site respondents reported engaging in swimming and sunbathing than did respondents from day use parks and campgrounds. In addition, respondents from campground parks reported higher participation rates across most activities since their visits were for more than one day.

Figure 2
Proportion of Parties Participating in Selected Activities



Trip Planning

Respondents were asked to indicate if their visit was unplanned, was planned as part of a trip including other destinations, or was the primary purpose of their recreational trip. In addition to ascertaining the degree to which respondents explicitly include visiting a state park as part of their recreational/leisure choice set, responses to this question are used to determine the proportion of trip expenditures attributable to the visit to the park.

As shown in Table 9, most respondents (74.1%) planned, to some extent, their visit to the park or historic site. Nearly two-thirds of campground respondents and nearly half of day-use park respondents indicated that the park visit was the primary purpose of their trip compared to just over one-quarter of historic site respondents. Almost all (92.6%) campground park respondents reported that their visit to the campground was planned. More Maine residents (85.7%) than out-of-state respondents (56.0%) reported their park visit was part of or the primary reason for their recreational trip. A majority of respondents visiting inland parks and swim parks indicated their park visit was the primary purpose of their trip.

Table 9
Trip Planning
by Respondent Category

	Unplanned Visit	Planned as Part of a Recreational Trip	Primary Purpose of the Trip
All Parks	25.9%	27.0%	47.1%
Park Type			
Day Use	26.1%	25.3%	48.6%
Historic Site	39.0%	35.1%	25.9%
Campground	7.5%	28.2%	64.4%
In State—Out-of-State			
Maine Resident	14.3%	19.7%	66.0%
Out-of-State	44.0%	38.8%	17.2%
Park Location			
Inland Park	18.8%	21.2%	60.0%
Coastal Park	29.7%	30.1%	40.2%
Swim Park—Not			
Swim Park	18.5%	21.3%	60.2%
Not-swim Park	34.5%	33.7%	31.9%

PERCEPTIONS ABOUT THE PARK

Respondents were asked to rate a variety of attributes of the park they visited. These attributes were presented in three broad attribute categories: park operations, recreational facilities, and campground facilities. The questionnaire asked respondents to rate both the importance of the attribute and their level of satisfaction with the attribute during their visit. These ratings provide measures of the relative importance of the attributes to visitors as well as of visitor satisfaction with those attributes. Ratings were captured using a scale of one through five. Ratings illustrated in Figures 3 through 11 are listed in order of rated attribute importance – from more important to less important.

Park Operations

Figure 3 presents the combined importance and satisfaction ratings for park operation attributes for all park types. In this and following tables, the average level of importance rating is designated by a black triangle (▲) and the average level of satisfaction rating is designated by an open diamond (◊).

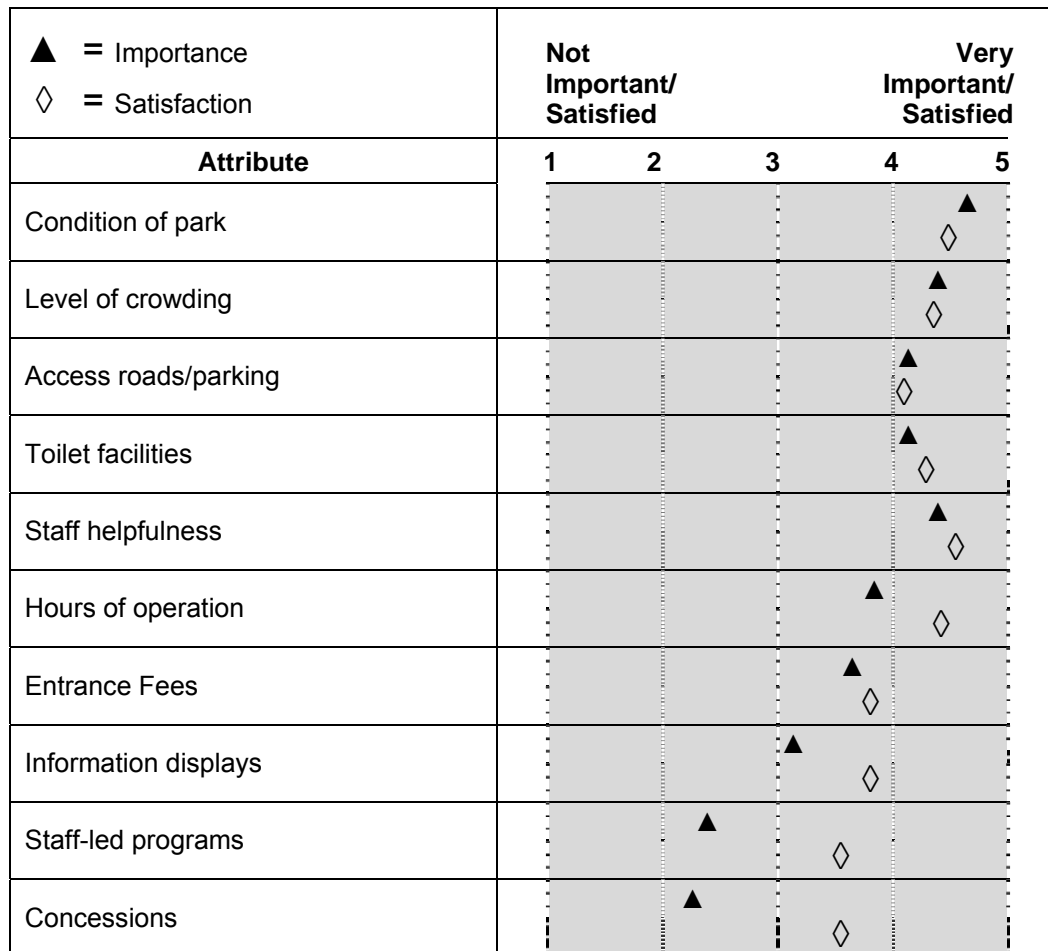
Figure 3
Importance of and Satisfaction in Park Operations
All Parks - Average Ratings

▲ = Importance ◊ = Satisfaction	Not Important/ Satisfied					Very Important/ Satisfied				
Attribute	1	2	3	4	5	1	2	3	4	5
Condition of park					▲ ◊					
Level of crowding					▲ ◊					
Access roads/parking					▲ ◊					
Toilet facilities					▲ ◊					
Staff helpfulness					▲ ◊					
Hours of operation				▲	◊					
Entrance Fees				▲	◊					
Information displays			▲	◊						
Staff-led programs		▲		◊						
Concessions		▲		◊						

Figures 4, 5, and 6 present the importance and satisfaction ratings for park operation attributes for day use, historic site, and campground respondents. Ratings of importance and satisfaction of park operations attributes are similar by respondents from all three park types. For a majority of the park operations attributes presented, ratings of satisfaction were higher than ratings of importance. In that regard, respondents from each park type rated their satisfaction of staff helpfulness higher than importance. Among those park operations attributes rated as most important, ratings of satisfaction were very close to, or higher than, ratings of importance.

Figure 4 presents day use park respondent ratings of park operations attributes.

Figure 4
Importance of and Satisfaction in Park Operations
Day Use Park Respondents - Average Ratings



Day use park respondents assign greater than average (i.e., rating of 3) levels of importance to all the park operations attributes except for staff-led programs and concessions. The park operations attributes assigned the greatest levels of importance are the condition of the park, the level of crowding, toilet/shower facilities, access roads/parking, and staff helpfulness. For these most important park operations attributes, day use park respondent average ratings of satisfaction were close to or above their ratings of importance. Day use park respondents reported higher levels of satisfaction than importance for all other park operations attributes.

Figure 5 presents historic site respondent ratings of park operations attributes.

Figure 5
Importance of and Satisfaction in Park Operations
Historic Site Respondents - Average Ratings

▲ = Importance	Not				
◇ = Satisfaction	Important/				
	Satisfied				
	Very				
	Important/				
	Satisfied				
Attribute	1	2	3	4	5
Condition of park					▲ ◇
Level of crowding				▲ ◇	
Access roads/parking				▲ ◇	
Toilet facilities				▲ ◇	
Staff helpfulness				▲ ◇	
Hours of operation				▲ ◇	
Entrance Fees				▲ ◇	
Information displays				▲ ◇	
Staff-led programs			▲ ◇		
Concessions		▲ ◇			

Historic site respondent ratings of importance and satisfaction of park operations attributes are very similar to those of day use park respondents, with one exception. Satisfaction ratings of toilet facilities by historic site respondents were lower than those of respondents from day use parks.

Figure 6 presents campground respondent ratings of park operations attributes.

Figure 6
Importance of and Satisfaction in Park Operations
Campground Respondents - Average Ratings

▲ = Importance ◇ = Satisfaction	<div> <div>Not Important/ Satisfied</div> <div>Very Important/ Satisfied</div> </div>				
Attribute	1	2	3	4	5
Condition of park					▲ ◇
Level of crowding				◇	▲
Access roads/parking				◇	▲
Toilet facilities				▲	◇
Staff helpfulness				▲	◇
Hours of operation				▲	◇
Entrance Fees			▲		◇
Information displays			▲	◇	
Staff-led programs		▲		◇	
Concessions		▲	◇		

Campground park respondent ratings of importance and satisfaction of park operations attributes are very similar to those of visitors to day use parks and historic sites. Among the park operations attributes rated most important by campground visitors, ratings of satisfaction were slightly lower than importance for level of crowding, toilet facilities, and condition of park.

Park Recreational Facilities

Figure 7 presents the combined importance and satisfaction ratings for park recreational facilities for all park types. Overall, satisfaction ratings of recreational facilities attributes exceed ratings of importance.

Figure 7
Importance of and Satisfaction in Recreational Facilities
All Parks - Average Ratings

<p>▲ = Importance</p> <p>◇ = Satisfaction</p>	<p>Not Important/ Satisfied Very Important/ Satisfied</p>				
Attribute	1	2	3	4	5
Swimming & beach areas				▲ ◇	
Hiking/walking trails				▲ ◇	
Natural areas for observing				▲ ◇	
Picnic areas				▲ ◇	
Sunbathing areas			▲	◇	
Outdoor playgrounds		▲	◇		
Recreational halls/shelters		▲	◇		
Fishing opportunities		▲	◇		
Biking trails		▲	◇		
Boat launches		▲	◇		
Canoe/kayak rentals		▲	◇		
Horseback riding trails	▲		◇		
Hunting opportunities	▲		◇		
ATV trails	▲		◇		

Figures 8, 9, and 10 present the importance and satisfaction ratings for recreational facility attributes presented in the questionnaire by day use, historic site, and campground respondents. While importance ratings of recreational facility attributes differ by type of park, ratings of satisfaction exceed ratings of importance for nearly every attribute presented in the questionnaire.

Figure 8 presents day use park respondent ratings of recreational facility attributes.

Figure 8
Importance of and Satisfaction in Recreational Facilities
Day Use Respondents - Average Ratings

▲ = Importance ◇ = Satisfaction	<div> <div>Not Important/ Satisfied</div> <div>Very Important/ Satisfied</div> </div>				
Attribute	1	2	3	4	5
Swimming & beach areas				▲ ◇	
Hiking/walking trails				▲ ◇	
Natural areas for observing				▲ ◇	
Picnic areas				▲ ◇	
Sunbathing areas				▲ ◇	
Outdoor playgrounds			▲ ◇		
Recreational halls/shelters			▲ ◇		
Fishing opportunities			▲ ◇		
Biking trails			▲ ◇		
Boat launches			▲ ◇		
Canoe/kayak rentals			▲ ◇		
Horseback riding trails		▲ ◇			
Hunting opportunities		▲ ◇			
ATV trails		▲ ◇			

Day use park respondents assign greater than average levels of importance to five of the fourteen recreation attributes: swimming and beach areas, hiking/walking trails, natural areas, picnic areas, and sunbathing areas. Day use park respondents' level of satisfaction equaled or exceeded their ratings of importance for all five attributes. Overall, day use park respondents' level of satisfaction in all recreation attributes equaled or exceeded their reported attribute importance.

Figure 9 presents historic site park respondent ratings of recreational facility attributes.

Figure 9
Importance of and Satisfaction in Recreational Facilities
Historic Site Respondents - Average Ratings

▲ = Importance ◇ = Satisfaction	<div> <div>Not Important/ Satisfied</div> <div>Very Important/ Satisfied</div> </div>				
Attribute	1	2	3	4	5
Swimming & beach areas				▲ ◇	
Hiking/walking trails				▲ ◇	
Natural areas for observing				▲ ◇	
Picnic areas				▲ ◇	
Sunbathing areas			▲	◇	
Outdoor playgrounds			▲	◇	
Recreational halls/shelters			▲	◇	
Fishing opportunities			▲	◇	
Biking trails			▲	◇	
Boat launches			▲	◇	
Canoe/kayak rentals			▲	◇	
Horseback riding trails		▲		◇	
Hunting opportunities		▲		◇	
ATV trails		▲		◇	

Historic site respondents assign greater than average levels of importance to five of the fourteen recreation attributes. These are the same five most important attributes identified by day use respondents (swimming and beach areas, hiking/walking trails, natural areas, picnic areas, and sunbathing areas). Historic site respondents' satisfaction ratings roughly equaled or exceeded their ratings of importance for all five attributes. For the remaining attributes, their ratings of satisfaction exceeded their ratings of importance.

Figure 10 presents campground park respondent ratings of recreational facility attributes.

Figure 10
Importance of and Satisfaction in Recreational Facilities
Campground Respondents - Average Ratings

▲ = Importance ◇ = Satisfaction	Not Important/ Satisfied Very Important/ Satisfied				
Attribute	1	2	3	4	5
Swimming & beach areas				▲ ◇	
Hiking/walking trails				▲ ◇	
Natural areas for observing				▲ ◇	
Picnic areas			▲	◇	
Sunbathing areas			▲	◇	
Outdoor playgrounds			▲ ◇		
Recreational halls/shelters		▲	◇		
Fishing opportunities			▲ ◇		
Biking trails			▲ ◇		
Boat launches			▲	◇	
Canoe/kayak rentals			▲ ◇		
Horseback riding trails	▲		◇		
Hunting opportunities	▲		◇		
ATV trails	▲		◇		

Campground park respondents assign greater than average levels of importance to nine of the fourteen recreation attributes. These include the same five attributes most important to day use and historic site respondents as well as biking trails, boat launches, fishing opportunities, and outdoor playgrounds. Campground park respondents' level of satisfaction roughly equaled or exceeded their reported importance ratings for all of the attributes presented in the questionnaire.

Campsite and Camping Facilities

Respondents who stayed in state park campgrounds also were given the opportunity to rate camping accommodations. Figure 11 presents campground park respondent ratings of campsite and camping facilities attributes.

Figure 11
Importance of and Satisfaction in Campsite and Camping Facilities
Campground Respondents - Average Ratings

▲ = Importance ◇ = Satisfaction	<div> <div>Not Important/ Satisfied</div> <div>Very Important/ Satisfied</div> </div>				
Attribute	1	2	3	4	5
Campsite spacing/crowding				◇	▲
Campsite condition				◇	▲
Campsite size				◇	▲
Campsite fire ring, table				◇	▲
Campground fees				▲	◇
Dumping station			▲	◇	
Campground concessions			▲	◇	
Campground amenities		▲	◇		
Camper programs (movies, lectures)		▲	◇		

Campground park respondents assign greater than average levels of importance to seven of the nine attributes. These include campsite spacing/crowding, condition, size, fire ring/table as well as campground fees, concessions, and dumping station. Among the attributes directly related to campsites, the average satisfaction rating was 4.0 or higher and slightly less than the average rated level of importance. Campground amenities and camper programs were rated least important.

Park Location

In addition to park operations and recreational facilities, the questionnaire asked about the importance of the park location in terms of closeness to their year-round home, to their seasonal home, and to their temporary lodging in Maine. Table 10 presents the average importance ratings (1-not important, 5-very important) of park location by park type. As would be expected, the highest importance rating is for closeness to permanent home from day use park visitors. Across all park types, Maine residents rated closeness to permanent home highest and out-of-state respondents rated closeness to temporary lodging highest.

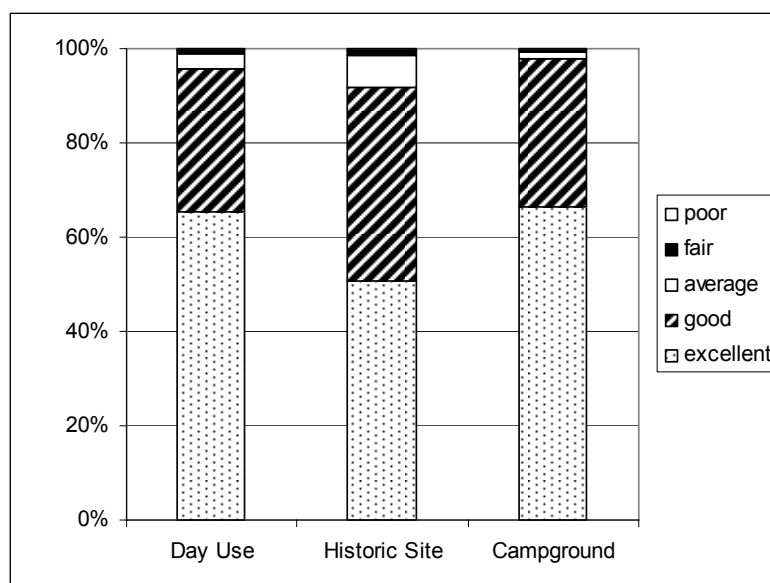
Table 10
Importance of Park Location
by Park Type

	Day Use	Historic Site	Campground
Close to permanent home	3.6	3.0	3.1
Close to seasonal home	2.1	2.0	1.6
Close to temporary lodging	2.9	3.1	1.8

Overall Satisfaction

In addition to rating the importance and satisfaction of individual park attributes and facilities, respondents were asked to provide an overall satisfaction rating for their visit to the state park. As shown in Figure 12, regardless of park type, more than 95% of respondents rated their visit as good or excellent. Nearly two-thirds of respondents from day use and campground parks (65.3% and 66.4% respectively) and one-half (50.8%) of respondents to historic sites rated their visit as excellent.

Figure 12
Overall Rating of This Visit



Campground Shelter Equipment, Reservations and Length of Stay

Respondents staying over-night in a state park campground were asked about the type of camping equipment/shelter used. Tents were used by 54.4% of the parties staying in campgrounds and campers and RV's were used by 45.6% (see Table 11). The most frequently used shelter equipment by campers in campgrounds was a medium tent that sleeps between 4 and 6 people.

Table 11
Camping Shelter Equipment

Camping Equipment	Percent of Campers
Small tent (sleeps up to 3 people)	14.2%
Medium tent (sleeps 4-6 people)	29.3%
Large tent (sleeps more than 6 people)	10.9%
Small camper or RV (up to 15 ft. in length)	14.0%
Medium camper or RV (16-25 ft. in length)	21.4%
Large camper or RV (26-30 ft. in length)	6.7%
X – Large camper or RV (31-35 ft. in length)	2.3%
XX – Large camper or RV (longer than 35 ft.)	1.2%
Total	100.0%

Campground respondents also were asked how many nights they stayed in the park campground. The average reported length of stay was 4.4 nights. Maine residents staying in campgrounds averaged shorter stays (4.0 nights) than did non-residents (5.1 nights).

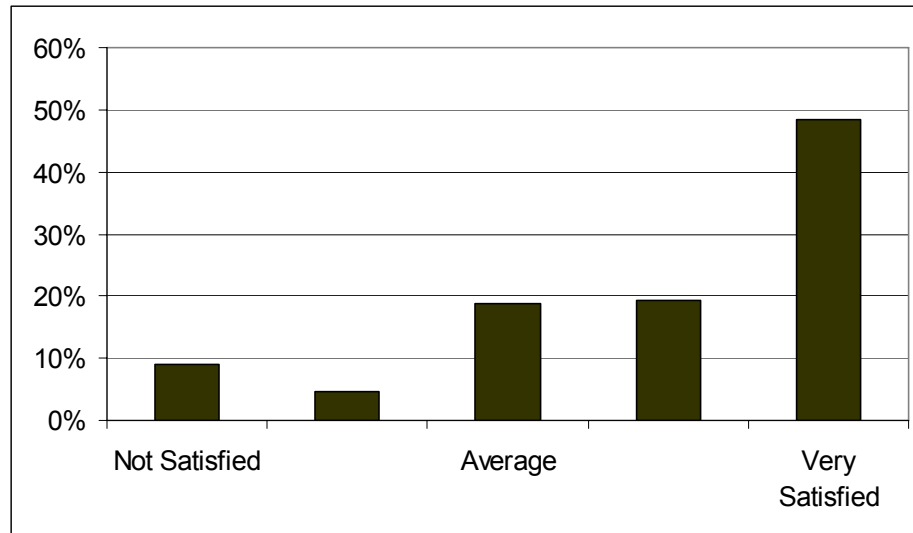
Campground respondents were asked how they made their reservation and their satisfaction with the reservation system. As shown in Table 12, the most frequently reported method of reserving state park campground sites was on-line reservation.

Table 12
Campground Reservations

Reservation Method	Percent of Campers
On-line reservation	35.6%
Did not make a reservation	29.9%
Phone reservation	28.0%
In-person reservation	5.7%
Mail reservation	0.8%
Total	100.0%

As shown in Figure 13, over two-thirds (67.5%) of campground respondents reported above average satisfaction with the campground reservation system, 18.9% reported average satisfaction and 13.6% reported less than average satisfaction. Nearly one-third (32.4%) of those camper respondents who were “not satisfied” with the reservation system also reported they did not make a reservation for their campground visit.

Figure 13
Camper Satisfaction with Reservation System



SPENDING PER PARTY RELATED TO THE STATE PARK VISIT

The questionnaire asked respondents a variety of questions regarding spending related to their state park visitation. In these questions, respondents were instructed to report only expenditures that were made in Maine and only expenditures made by members of their party related to the park visit for which they were responding. These categories included trip related spending, outdoor recreational spending and camping equipment spending. Purchases related to the trip included items such as gasoline, restaurant and other food consumed on the trip, and overnight accommodations. Purchases of outdoor recreational equipment (during the last 12 months) included items such as boats, cooking equipment, fishing equipment, and cameras. For those who camped in the state park, purchases of

camping equipment (during the last 12 months) included tents, motor homes and camping trailers. In addition to expenditures for outdoor recreational equipment and camping equipment items, respondents were asked to indicate what percent of the item's overall use occurs while visiting Maine state parks.

Trip Related Spending

Survey respondents were asked how much their party spent in Maine on a variety of trip related items during the entire trip (including other destinations during the trip) when they received the questionnaire. Since the trip may have been more than one day and the park visit may not have been the only purpose of the trip, we computed a proportion of total trip related spending that was related to the park visit. This computation is described in Appendix 3. To provide an accurate measure of trip-related party spending, the data were weighted to represent actual 2005 park visitation figures reported by the Bureau of Parks and Lands.

Table 13 presents the average total reported amount spent per party by park type on goods and services during the entire trip related to the visit to the state park, historic site or campground. The average total reported per party expenditures on trip related expenses across all park types was \$124.59.

Table 13
Trip Related Expenditures per Party
By Park Type

Trip Related Expense	Average per Party Expenditure			
	Day Use	Historic Site	Camp-ground	All Parks
Overnight accommodations (motels, etc.)	\$21.62	\$35.07	\$80.56	\$29.85
Groceries, food, ice, liquor bought in stores	\$14.48	\$20.67	\$107.11	\$25.26
Restaurant and lounge expenses	\$16.04	\$29.05	\$49.52	\$21.49
Gasoline and oil for vehicles	\$12.51	\$17.36	\$65.99	\$18.92
Transportation (rental cars, bus, trains, planes)	\$ 7.48	\$10.79	\$ 6.60	\$ 7.87
Souvenirs and gifts	\$ 5.25	\$11.40	\$19.69	\$ 7.68
Park, entertainment, & amusement fees	\$ 3.74	\$ 3.76	\$ 8.51	\$ 4.25
Rented equipment (tents/campers, boats, bikes)	\$ 2.43	\$ 0.84	\$ 9.03	\$ 2.91
Firewood, charcoal, cooking fuels	\$ 0.51	\$ 0.37	\$10.64	\$ 1.57
Other (clothing, books, shopping, etc.)	\$ 1.01	\$ 1.14	\$ 4.41	\$ 1.39
Disposable paper/plastic cups, plates, etc.	\$ 0.67	\$ 0.37	\$ 5.19	\$ 1.11
Guides and tour packages	\$ 0.64	\$ 2.30	\$ 2.41	\$ 1.07
Turnpike tolls	\$ 0.62	\$ 0.98	\$ 3.49	\$ 0.98
Bait for fishing	\$ 0.09	\$ 0.25	\$ 1.27	\$ 0.24

Table 14 presents the average amount spent per party in Maine on trip related expenses by different categories of respondents.

Table 14
Trip Related Expenditures per Party
by Respondent Category

	Average per Party Expenditure Across All Respondents
All Parks	\$124.58
Park Type	
Day Use	\$ 87.10
Historic Site	\$134.36
Campground	\$374.44
In State—Out-of-State	
Maine Resident	\$ 69.83
Out-of-State	\$213.30
Park Location	
Inland Park	\$131.64
Coastal Park	\$120.80
Swim Park—Not	
Swim Park	\$129.90
Not-swim Park	\$118.38
Party Size	
1-2 members	\$105.75
3-4 members	\$110.39
5 or more members	\$180.12
Household Income	
Less than \$50,000	\$ 74.79
\$50,000 - \$74,999	\$132.89
\$75,000 and above	\$149.48

Outdoor Recreational Equipment Purchases

Respondents were presented a list of categories of outdoor recreational equipment and were asked if each was purchased in Maine during the last 12 months by their party, how much was spent on items in the category, and what proportion of the overall use occurs while visiting Maine state parks and historic sites. Table 15 presents the average total amount attributable to use in state parks across all park types for outdoor recreational equipment purchases in Maine during the last 12 months. This analysis includes only those records for which there were complete data. To provide an accurate measure of trip-related party spending, the data were weighted to represent actual 2005 park visitation figures reported by the Bureau of Parks and Lands. The average per party total attributable to state parks spent in Maine during the last 12 months for outdoor recreational equipment was \$124.59.

Table 15
Outdoor Recreational Equipment
Expenditures per Party During the Last 12 Months
Across All Park Types

Outdoor Recreational Equipment Expense	Average per Party Expenditure			
	Day Use	Historic Site	Camp- ground	All Parks
Boats	\$24.99	\$43.08	\$176.63	\$43.22
Clothes	\$20.28	\$12.59	\$20.25	\$19.20
Shoes	\$16.11	\$13.61	\$14.88	\$15.63
Cameras	\$10.93	\$14.42	\$ 9.56	\$11.27
Other (bicycles, surfboards, GPS units, etc.)	\$13.57	\$ 0.98	\$ 4.58	\$10.88
Fishing	\$ 4.40	\$ 5.85	\$ 6.30	\$ 4.80
Cooking	\$ 3.14	\$ 2.92	\$12.91	\$ 4.12
Registrations	\$ 1.54	\$ 4.67	\$16.12	\$ 3.49
Bags	\$ 3.45	\$ 3.27	\$ 2.85	\$ 3.36
Toys	\$ 3.46	\$ 2.17	\$ 1.97	\$ 3.13
Furniture	\$ 2.71	\$ 1.76	\$ 5.58	\$ 2.88
Fishing Licenses	\$ 1.28	\$ 1.77	\$ 3.33	\$ 1.56
Games	\$ 1.09	\$ 0.94	\$ 0.93	\$ 1.05

Table 16 presents the average per party amount attributable to state parks spent in Maine during the last 12 months on outdoor recreational equipment by different categories of respondents.

Table 16
Outdoor Recreational Equipment
Expenditures per Party During the Last 12 Months
by Respondent Category

	Average per Party Expenditure Across All Respondents
All Parks	\$124.59
Park Type	
Day Use	\$106.94
Historic Site	\$108.01
Campground	\$275.88
In State—Out-of-State	
Maine Resident	\$139.00
Out-of-State	\$ 97.73
Park Location	
Inland Park	\$172.64
Coastal Park	\$ 98.68
Swim Park—Not	
Swim Park	\$148.52
Not-swim Park	\$ 97.31
Party Size	
1-2 members	\$104.86
3-4 members	\$137.01
5 or more members	\$144.20
Household Income	
Less than \$50,000	\$ 86.17
\$50,000 - \$74,999	\$145.23
\$75,000 and above	\$147.09

RV, Camper and Tent Expenditures by Those Staying in Campgrounds

Respondents who indicated that their party stayed in a state park campground during their visit were presented a list of categories of camping equipment and were asked if each was purchased from a retail dealer in Maine during the last 12 months by their party, how much was spent on items in the category, and what proportion of the overall use occurs while visiting Maine state parks. Respondents were asked to not include private party sales in their responses.

Table 17 presents the average total amount attributable to use in state parks by those staying in campgrounds for RV, camper and tent equipment purchases in Maine during the last 12 months. This analysis includes only those records for which there were complete data. For those staying in campgrounds, the average per party total attributable to state parks spent in Maine during the last 12 months for RV, camper and tent equipment was \$531.90.

Table 17
RV Camper and Tent Equipment
Expenditures per Party During the Last 12 Months
Parties Staying in Campgrounds

RV Camper and Tent Expenses	Average per Party Expenditure During the Last 12 Months Parties in Campgrounds
Camping trailer (pop-up, self-contained, 5th wheel)	\$353.68
Motor home, RV	\$145.87
Tents, tarps, screen rooms, sleeping bags, backpacks	\$ 30.89
Other (bike racks, insurance, etc.)	\$ 1.46

Table 18 presents the average per party amount attributable to state parks spent in Maine during the last 12 months on outdoor recreational equipment by different categories of respondents.

Table 18
RV Camper and Tent Equipment
Expenditures per Party During the Last 12 Months
Parties Staying in Campgrounds

	Average per Party Expenditure Parties in Campgrounds
Park Type	
Day Use	--
Historic Site	--
Campground	\$531.90
In State—Out-of-State	
Maine Resident	\$657.96
Out-of-State	\$338.20
Park Location	
Inland Park	\$606.65
Coastal Park	\$284.77
Swim Park—Not	
Swim Park	\$525.96
Not-swim Park	\$541.89
Party Size	
1-2 members	\$532.36
3-4 members	\$619.34
5 or more members	\$437.38
Household Income	
Less than \$50,000	\$406.20
\$50,000 - \$74,999	\$745.92
\$75,000 and above	\$461.45

TOTAL STATE PARK-RELATED VISITOR SPENDING IN MAINE

The average spending per party reported in the previous section was used as the basis to estimate total spending by all visitors to Maine's state parks based on the 2005 visitation figures provided by the Maine Department of Conservation. The spending per party and visitation figures were adjusted for party-size and repeat visitation as reported by survey respondents. Total visitor spending was estimated for each of the three park types. The spending is grouped into categories for trip-related items, outdoor recreational equipment used in state parks, and camping equipment used by visitors who stay in state park campgrounds. As shown in Table 19, the combined total of all spending attributed to visits to Maine's state parks in 2005 is \$60.3 million (Table 19). This includes \$58.1 million spent away from the parks and \$2.2 million of admission, camping and other fees collected at the parks or Bureau of Parks and Lands offices.

Table 19
Total Expenditures by Visitors to Maine State Parks, 2005

	Day Use	Historic Site	Campground	All Visitors
Trip-related expenditures	\$ 32,954,940	\$ 11,125,002	\$ 4,636,378	\$ 48,716,320
Outdoor recreation equipment	\$ 4,456,897	\$ 946,053	\$ 1,447,520	\$ 6,850,470
Camping equipment			\$2,543,518	\$2,543,518
Subtotal	\$37,411,837	\$12,071,055	\$8,627,416	\$58,110,308
Park fees ¹				\$ 2,219,189
Total	\$ 37,411,837	\$ 12,071,055	\$ 8,627,416	\$ 60,329,497

¹Includes day use, camping and miscellaneous fees, some of which are aggregated and not reported by park type. Includes some river corridor fees.

As reported in the previous section, visitors to historic sites have the highest average trip expenditures per party. However, day users are the most frequent users of the state parks, comprising 75 percent of all visitor-days in 2005, compared to 14 percent for historic site visitors and 11 percent for campers. As a result, day users account for the greatest amount of trip-related spending, not including park admission fees (\$33.0 million). Visitors to historic sites spent \$11.1 million on trip-related expenditures, and campers spent \$4.6 million. Park admission fees are not included in the park type subtotals because the day use totals are not reported separately for historic sites and other day use parks.

Table 20 presents detailed trip-related expenditures by park type. Across all park types, the largest trip expenditure categories included overnight accommodations, restaurants, groceries, and gasoline. These items account for three-quarters of all trip-related expenditures. Park admission and camping fees for all park types are based on figures reported by the Maine Department of Conservation. The parks collected \$1.4 million from visitors to day use parks and historic sites as well as \$0.8 million for visitors to campgrounds and miscellaneous fees.

Table 20
Detailed Trip-Related Expenditures by Park Type

	Day Use	Historic Site	Campground	All Parks
Overnight accommodations (motels, campgrounds, etc)	\$ 8,547,154	\$ 2,987,394	\$ 1,020,718	\$ 12,555,266
Restaurant and lounge expenses	\$ 6,339,849	\$ 2,474,332	\$ 627,443	\$ 9,441,624
Groceries, food, ice, liquor bought in stores	\$ 5,724,366	\$ 1,760,504	\$ 1,357,095	\$ 8,841,965
Gasoline and oil for vehicles	\$ 4,947,758	\$ 1,479,020	\$ 836,115	\$ 7,262,893
Transportation (rental cars, bus, trains, planes)	\$ 2,959,220	\$ 919,174	\$ 83,656	\$ 3,962,050
Souvenirs and gifts	\$ 2,076,803	\$ 970,780	\$ 249,518	\$ 3,297,101
Rented equipment (tents/campers, boats, bikes, etc)	\$ 962,371	\$ 71,963	\$ 114,411	\$ 1,148,745
Guides and tour packages	\$ 252,918	\$ 195,560	\$ 30,509	\$ 478,987
Turnpike tolls	\$ 245,210	\$ 83,907	\$ 44,273	\$ 373,390
Firewood, charcoal, cooking fuels	\$ 201,037	\$ 31,785	\$ 134,872	\$ 367,694
Disposable paper/plastic cups, plates, utensils, etc.	\$ 264,772	\$ 31,708	\$ 65,756	\$ 362,236
Bait for fishing	\$ 35,144	\$ 21,519	\$ 16,141	\$ 72,804
Other	\$ 398,338	\$ 97,356	\$ 55,871	\$ 551,565
Sub-Total	\$32,954,940	\$11,125,002	\$4,636,378	\$48,716,320
Park fees ¹				\$ 2,219,189
Total	\$32,954,940	\$11,125,002	\$4,636,378	\$50,935,509

¹Includes day use, camping and miscellaneous fees, some of which are aggregated and not reported by park type. Includes some river corridor fees.

Spending for durable outdoor recreational equipment used in Maine's state parks represents expenditures for items listed in Table 21 during the preceding twelve months. Spending for durable goods is attributed to the state parks based on the respondents' reported proportion of the items' total usage that occurs in state parks. The spending is also adjusted for repeat visitation to avoid duplicative attribution of spending on goods that are used during multiple visits to the parks. Durable goods purchases attributed to the state parks totaled \$6.8 million in 2005.

Visitors to day use parks have both the highest average per-party and annual total expenditures for recreational equipment among all park types. The \$4.5 million attributed to day use park visitors accounts for 65 percent of all recreational equipment spending associated with state parks in Maine. Across all park types, the largest expenditures are associated with watercraft -- boats, canoes and kayaks (\$3.1 million), swimsuits, towels and clothing (\$0.9 million), and footwear (\$0.7 million).

Table 21
Detailed Outdoor Recreation Equipment Expenditures by Park Type

	Day Use	Historic Site	Campground	All Parks
Boats (and motors), canoes, kayaks, other watercraft	\$ 1,763,152	\$ 385,496	\$ 937,811	\$ 3,086,459
Hats, swimsuits, towels, blankets, raingear, other clothing	\$ 677,891	\$ 109,624	\$ 101,477	\$ 888,992
Hiking boots, shoes, sandals, other footwear	\$ 530,320	\$ 118,424	\$ 82,889	\$ 731,633
Binoculars, field glasses, telescopes, cameras	\$ 366,239	\$ 120,525	\$ 42,057	\$ 528,821
Fishing equipment and tackle	\$ 141,528	\$ 52,521	\$ 30,723	\$ 224,772
Cooking stoves, grills, coolers	\$ 102,273	\$ 25,807	\$ 63,312	\$ 191,392
Registrations	\$ 49,433	\$ 39,356	\$ 81,208	\$ 169,997
Day packs, carry bags, etc.	\$ 113,760	\$ 29,501	\$ 14,014	\$ 157,275
Beach toys, floats, etc.	\$ 112,936	\$ 19,627	\$ 9,955	\$ 142,518
Tables, folding chairs, umbrellas	\$ 87,997	\$ 14,476	\$ 32,693	\$ 135,166
Fishing Licenses	\$ 44,459	\$ 14,662	\$ 26,733	\$ 85,854
Outdoor games	\$ 34,816	\$ 8,002	\$ 4,084	\$ 46,902
Other	\$ 432,093	\$ 8,032	\$ 20,564	\$ 460,689
Total	\$4,456,897	\$946,053	\$1,447,520	\$6,850,470

Table 22 presents detailed camper and recreational vehicle expenditures for those staying in state park campgrounds. Visitors to state park campgrounds report total expenditures of \$2.5 million for camping equipment, adjusted for the proportion of time that the equipment is used in state parks and for repeat visitation. This total includes \$1.7 million for campers and trailers, \$0.7 million for recreational vehicles, and \$148,000 for tents, tarps, sleeping bags and backpacks.

Table 22
Detailed RV, Camper and Tent Expenditures
by Those Staying in State Park Campgrounds

	Campground
Camping trailer (pop-up, self-contained, 5 th wheel)	\$ 1,691,274
Motor home, RV	\$ 697,528
Tents, tarps, screen rooms, sleeping bags, backpacks	\$ 147,731
Other	\$ 6,985
Total	\$2,543,518

TOTAL ECONOMIC CONTRIBUTION OF STATE PARKS IN MAINE

The total economic contribution of state parks in Maine includes the visitor spending mentioned above, the economic activity associated directly with park operations, and their related multiplier effects. The economic multiplier effects are estimated separately for the spending by visitors that takes place outside of the parks and for the economic activity associated directly with park operations. The multiplier effect is the relationship between the direct spending and the resulting total change throughout the statewide economy. We estimate the multiplier effect of spending with an IMPLAN Pro[®] input-output model of the Maine economy.

An input-output model describes the relationships that exist between businesses as they interact with each other and between businesses and the final consumers of their products. It does so by tracing the monetary market transactions that take place within an identifiable geographic area. Industries that directly supply goods and services to meet consumer demand in turn generate their own demand

for the goods and services that they use as inputs to their business operation. The supplying companies, in turn, generate additional demands of their own. The linkages continue backward until the effect becomes insignificant as dollars leak out of the local economy. In this way, dollar expenditures by state park visitors can be traced backward to all of the affected industries in Maine.

Total visitor spending in Maine associated with the state parks, not including admission and camping fees, is \$58.1 million. A portion of the spending outside of the parks, however, involves the purchase of goods that are not manufactured in this state. This applies especially to recreational and camping equipment. A large portion of the money that is spent on goods produced elsewhere leaks immediately out of the state and does not create further economic activity through the multiplier effect. However, because consumers generally purchase goods through retail outlets, part of their purchases are captured by the retail, wholesale and transportation sectors that are involved in making the products available in Maine. This captured spending, or margin, drives the multiplier effect for items not produced in Maine. Spending on services and goods produced locally (such as overnight accommodations, food at restaurants, repair services, etc.) is fully captured by the input-output model to estimate the multiplier effect.

Admission, camping and miscellaneous fees paid by park visitors do not directly fund park operations. Instead, the state parks and historic sites are funded through a combination of the state's General Fund, dedicated funds, and state and federal grants. In 2005, the state parks' operating budget was approximately \$8.7 million, including \$8.1 million in general and dedicated funds and \$0.6 million in grant funds, while park visitor fees were approximately \$2.2 million. The collected fees are disbursed to the Maine Bureau of Revenue Services (lodging tax on campsites), to the local communities where the parks are located, and to the state's general fund.

Because the admission and camping fees paid by visitors do not directly fund the parks' operations, they are not included in the trip expenditure impacts. The economic activity directly attributable to parks' operations, which includes the visitor admission fees, is analyzed separately from the other spending by park visitors.

Table 23 presents a summary of the spending, the multiplier effect, and the total level of economic activity that spending by state park visitors and the operations of the state parks has in Maine. The \$58.1 million of visitor spending in Maine plus the \$8.7 million operating budget of the state parks results in \$66.8 million of economic activity in Maine's economy that is directly associated with the state parks. Through the multiplier effect, the visitor spending and the operations of the parks indirectly generate an additional \$28.9 million of economic activity throughout the state. The combined direct and indirect impacts produce an estimated \$95.7 million of economic activity in the state.

Table 23
Direct and Multiplier Effects of Economic Activity Associated with Maine's State Parks

	Direct Impacts	Multiplier Effect	Total Economic Activity
Output			
Visitor spending			
Day User	\$ 37,411,837	\$ 14,418,887	\$ 51,830,724
Historic Site	\$ 12,071,055	\$ 4,834,115	\$ 16,905,170
Campground	\$ 8,627,416	\$ 2,414,297	\$ 11,041,713
Sub-total	\$58,110,308	\$21,667,299	\$79,777,607
Park operations	\$ 8,704,813	\$ 7,229,032	\$ 15,933,845
Total	\$ 66,815,121	\$ 28,896,311	\$ 95,711,452
Employment (number of jobs)			
Visitor spending			
Day User	558	168	726
Historic Site	190	56	246
Campground	84	28	112
Sub-total	832	252	1,084
Park operations ¹	282	83	365
Total	1,114	335	1,449
Income (wages and benefits)			
Visitor spending			
Day User	\$ 9,890,171	\$ 4,216,081	\$ 14,106,252
Historic Site	\$ 3,507,992	\$ 1,603,485	\$ 5,111,477
Campground	\$ 1,881,924	\$ 786,955	\$ 2,668,879
Sub-total	\$15,280,087	\$6,606,521	\$21,886,608
Park operations ¹	\$ 5,566,695	\$ 3,680,116	\$ 9,246,811
Total	\$ 20,846,782	\$ 10,286,637	\$ 31,133,419

¹Includes some administrative positions in the Augusta and regional offices.

A part of the \$95.7 million of economic activity generated by the state parks is the employment and associated incomes of people employed by the state parks or whose jobs are directly and indirectly supported by the visitor spending. The direct spending outside of the parks by visitors supports 832 full- and part-time jobs that provide \$15.3 million of income. In addition, the state parks directly employ 282 people including some administrative positions in the Augusta and regional offices of the Maine Department of Conservation. These include all full- and part-time jobs that are both year-round and seasonal. The employment directly supported by visitor spending plus the jobs at the state parks constitute a combined total of 1,114 jobs that provide \$20.8 million of income. The multiplier effect of the visitor spending and state park operations generates an additional 335 jobs and associated income of \$10.3 million. Altogether, the direct and indirect effects of economic activity linked to the state parks supports 1,449 jobs and \$31.1 million of income in Maine.

Finally, the economic activity, employment and personal income attributed to spending by state park visitors generate tax revenues for state and local governments in Maine. In addition to the economic contributions shown in Table 23, state and local governments in Maine receive approximately \$5.9 million of sales, income, property and other tax revenues and fees through the economic activity generated by state park visitors and the operations of the state parks. This does not include the state park fees paid by visitors to use the state parks or historic sites. In 2005, the state parks collected \$2.2 million in admission, camping and other fees. Of that amount, \$1.8 million was returned directly to the state's General Fund, \$0.3 million was disbursed to the towns and cities in which state park lands are located, and approximately \$56,000 in lodging taxes were collected.

APPENDIX 1

SAMPLE AND SURVEY POPULATIONS

Day Use Parks

Park	2004 Park Use		Original Sample		Final Sample		Respondents	
	2004 Visitor Days	Percent Visitor Days	Sample	Percent Sample	Surveys Distributed	Percent Surveys Distributed	Surveys Received	Percent Surveys Received
Popham Beach	138,428	10.76%	86	9.56%	86	9.75%	59	9.69%
Camden Hills	129,395	10.05%	79	8.78%	79	8.96%	37	6.08%
Sebago Lake	108,870	8.46%	69	7.67%	67	7.60%	52	8.54%
Reid	104,520	8.12%	65	7.22%	65	7.37%	48	7.88%
Quoddy Head	77,945	6.06%	49	5.44%	49	5.56%	40	6.57%
Crescent Beach	71,793	5.58%	46	5.11%	46	5.22%	34	5.58%
Range Ponds	72,437	5.63%	46	5.11%	46	5.22%	27	4.43%
Grafton Notch	66,440	5.16%	42	4.67%	42	4.76%	28	4.60%
Mackworth Island	53,437	4.15%	35	3.89%	35	3.97%	24	3.94%
Kettle Cove	47,950	3.73%	31	3.44%	31	3.51%	25	4.11%
Ferry Beach	38,779	3.01%	27	3.00%	27	3.06%	17	2.79%
Owls Head	37,695	2.93%	27	3.00%	27	3.06%	13	2.13%
Bradbury Mountain	40,412	3.14%	26	2.89%	26	2.95%	23	3.78%
Two Lights	39,368	3.06%	26	2.89%	26	2.95%	19	3.12%
Birch Point Beach	32,407	2.52%	24	2.67%	24	2.72%	15	2.46%
Mt. Blue	29,531	2.29%	21	2.33%	21	2.38%	14	2.30%
Damariscotta Lake	23,148	1.80%	19	2.11%	19	2.15%	14	2.30%
Wolfe's Neck Woods	23,924	1.86%	19	2.11%	19	2.15%	17	2.79%
Holbrook Island	19,409	1.51%	16	1.78%	16	1.81%	14	2.30%
Moose Point	21,761	1.69%	16	1.78%	16	1.81%	14	2.30%
Lake St George	15,669	1.22%	13	1.44%	13	1.47%	5	0.82%
Peaks-Kenney	11,036	0.86%	13	1.44%	9	1.02%	5	0.82%
Swan Lake	11,562	0.90%	12	1.33%	7	0.79%	3	0.49%
Lamoine	11,872	0.92%	11	1.22%	7	0.79%	4	0.66%
Roque Bluffs	9,487	0.74%	11	1.22%	11	1.25%	4	0.66%
Vaughan Woods	10,929	0.85%	11	1.22%	11	1.25%	8	1.31%
Aroostook	7,747	0.60%	10	1.11%	10	1.13%	8	1.31%
Cobscook Bay	3,609	0.28%	10	1.11%	10	1.13%	9	1.48%
Lily Bay	10,324	0.80%	10	1.11%	10	1.13%	8	1.31%
Peacock Beach	4,790	0.37%	10	1.11%	10	1.13%	8	1.31%
Rangeley Lake	6,934	0.54%	10	1.11%	10	1.13%	8	1.31%
Warren Island	5,449	0.42%	10	1.11%	7	0.79%	5	0.82%
Total	1,287,057	100%	900	100%	882	100%	609	100%

Historic Sites

Park	2004 Park Use		Original Sample		Final Sample		Respondents	
	2004 Visitor Days	Percent Visitor Days	Sample	Percent Sample	Surveys Distributed	Percent Surveys Distributed	Surveys Received	Percent Surveys Received
Fort Popham	81,311	25.99%	188	25.10%	149	21.05%	122	25.36%
Colonial Pemaquid	73,614	23.53%	171	22.83%	171	24.15%	92	19.13%
Fort Knox	49,451	15.81%	115	15.35%	115	16.24%	81	16.84%
Fort McClary	42,841	13.69%	101	13.48%	101	14.27%	73	15.18%
Fort Point	23,305	7.45%	56	7.48%	56	7.91%	43	8.94%
Fort Baldwin	23,247	7.43%	56	7.48%	54	7.63%	33	6.86%
Eagle Island	5,869	1.88%	18	2.40%	18	2.54%	12	2.49%
Fort Edgecomb	5,651	1.81%	17	2.27%	17	2.40%	11	2.29%
Fort Kent	4,685	1.50%	15	2.00%	15	2.12%	7	1.46%
Katahdin Iron Works	2,906	0.93%	12	1.60%	12	1.69%	7	1.46%
Total	312,880	100%	749	100%	708	100%	481	100%

Campgrounds

Park	2004 Park Use		Original Sample		Final Sample		Respondents	
	2004 Camper Nights	Percent Camper Nights	Sample	Percent Sample	Surveys Distributed	Percent Surveys Distributed	Surveys Received	Percent Surveys Received
Sebang Lake	80,833	37.64%	271	36.04%	267	36.18%	169	32.88%
Mount Blue	23,854	11.11%	83	11.04%	83	11.25%	58	11.28%
Lily Bay	21,328	9.93%	73	9.71%	73	9.89%	60	11.67%
Camden Hills	20,234	9.42%	69	9.18%	69	9.35%	54	10.51%
Cobscook Bay	14,660	6.83%	51	6.78%	51	6.91%	40	7.78%
Lamoine	14,157	6.59%	50	6.65%	45	6.10%	32	6.23%
Rangeley Lake	10,869	5.06%	40	5.32%	40	5.42%	30	5.84%
Lake St. George	10,196	4.75%	38	5.05%	38	5.15%	23	4.47%
Peaks-Kenney	8,974	4.18%	34	4.52%	32	4.34%	22	4.28%
Arroostook	3,690	1.72%	16	2.13%	16	2.17%	11	2.14%
Warren Island	2,680	1.25%	14	1.86%	11	1.49%	9	1.75%
Bradbury Mountain	3,301	1.54%	13	1.73%	13	1.76%	6	1.17%
Total	214,776	100%	752	100%	738	100%	514	100%

APPENDIX 2

SURVEY MATERIALS

Maine State Parks Study - Participant Recruitment Language

For Day Users and Visitors to State Parks and Historic Sites

DISTRIBUTION: Distribute participants evenly across mornings and afternoons

SELECTION: 1) Choose a starting point (time of day, visitor, etc.)

2) At the 3rd visitor after the starting point, begin asking for participation

Good morning / afternoon.

The Maine Department of Conservation and the Margaret Chase Smith Policy

Center at The University of Maine are conducting a survey of visitors to Maine state parks and historic sites to learn about the characteristics and preferences of people who visit these places.

The information from this survey will be used to support management and improvements in Maine's parks and historic sites.

We're providing the survey materials here so you can take them home to complete and mail them back.

Completing the questionnaire should take about 20 minutes of your time.

You must be at least 18 years of age to participate in the survey.

Your participation in this survey is voluntary and you do not have to answer any questions you don't want to.

Your responses to the questionnaire will remain confidential.

The survey materials contain a one-day State Park day-use pass from the Department of Conservation in appreciation for your completing and returning the questionnaire.

Would you like to participate in this survey?

IF NO: That's ok. Enjoy your visit.

IF YES: Can I have your name and mailing address so we can mail you a replacement if for some reason we don't get it back from you.

IF YES: (*write down name and address and provide packet of survey materials*)
Thank you. Enjoy your visit.

IF NO: That's ok. We have to be able to contact those who don't return the questionnaire. Thank you. Enjoy your visit.

Maine State Parks Study - Participant Recruitment Language

For Campers to State Parks

DISTRIBUTION: Distribute participants evenly across mornings and afternoons

SELECTION: 1) Choose a starting point (time of day, visitor, etc.)

2) At the 3rd visitor after the starting point, begin asking for participation

Good morning / afternoon.

The Maine Department of Conservation and the Margaret Chase Smith Policy Center at The University of Maine are conducting a survey of visitors to Maine state parks and river corridors to learn about the characteristics and preferences of people who visit these areas.

The information from this survey will be used to support management and improvements in Maine's parks and river corridors.

If you agree to participate, we'll mail the questionnaire to your home for you to complete along with a return envelope.

Completing the questionnaire should take about 20 minutes of your time.

You must be at least 18 years of age to participate in the survey.

Your participation in this survey is voluntary and you do not have to answer any questions you don't want to.

Your responses to the questionnaire will remain confidential.

The survey materials contain a one-day State Park day-use pass from the Department of Conservation in appreciation for your completing and returning the questionnaire.

Would you like to participate in this survey?

IF NO: That's ok. Enjoy your visit.

IF YES: *(verify that name and mailing address in the log is correct)*

We're just checking so we can mail you a replacement if for some reason we don't get it back from you.

IF WON'T VERIFY ADDRESS: That's ok. We have to be able to contact those who don't return the questionnaire. Enjoy your visit.

Margaret Chase Smith
Policy Center



5715 Coburn Hall
Orono, Maine 04469-5715
Tel: 207-581-1648
Fax: 207-581-1266
www.umaine.edu/mcsc

May 29, 2005

Dear State Park Visitor:

A variety of factors affect the future of Maine's state parks, historic sites and river corridors. The purpose of this survey is to find out about the characteristics and preferences of people who visit these sites. The information from this survey will be used to support management and improvements in Maine's state parks, historic sites and river corridors. This survey is being conducted by University of Maine researchers and the Maine Department of Conservation, Bureau of Public Lands.

You are one of a select group of visitors being asked to provide information about your visit. In order for this survey to truly represent the thinking of all state park visitors, it is important that each questionnaire be completed and returned. You must be at least 18 years of age to participate in the survey. If you are under 18, please have someone in your household who is 18 or over answer the questionnaire.

Completing this survey should take about 20 minutes. Except for your time and inconvenience, there are no known risks in participating. Your participation is voluntary and you do not have to answer questions you don't want to. Returning the questionnaire will mean that you agree to participate. Your responses will remain confidential.

After you have completed the questionnaire, please mail it to us in the postage-paid envelope provided. Do not put your name on the questionnaire. The number stamped on the questionnaire allows us to know you returned it. Your name will not be connected with your answers.

The results of the survey will be provided to the Maine Department of Conservation. They are interested in hearing your responses in order to create policies to improve state parks, historic sites, and river corridors. The survey materials contain a one-day State Park day-use pass from the Department of Conservation in appreciation for your completing and returning the questionnaire.

Please complete and return the questionnaire within the next two weeks. If you have any questions about the survey, please contact Eva McLaughlin at (207) 581-1646 or email eva.mclaughlin@umit.maine.edu. If you have any questions about your rights as a research participant, please contact Gayle Anderson, Assistant to the University of Maine's Protection of Human Subjects Review Board, at (207) 581-1498 or gayle.anderson@umit.maine.edu.

Thank you for your participation.

Sincerely,

Charles E. Morris
Senior Research Associate

Summer 2005

Dear State Park Visitor:

About a month ago, you agreed to participate in a survey of visitors to Maine state parks. As of today, our records indicate that we have not yet received your completed questionnaire.

The University of Maine is working with the Maine Department of Conservation to collect information on visitors to Maine's state parks, historic sites and river corridors. The purpose of this survey is to support management and improvements in these sites.

I am writing to you again because of the importance that each questionnaire has to the future of Maine's state parks. You are part of a random sample of visitors to Maine's state parks, historic sites and river corridors. In order for the results of our study to truly represent the opinions of those who visit Maine's parks, it is essential that each questionnaire be completed and returned.

In the event that your original questionnaire has been misplaced, I am enclosing a replacement questionnaire for you to complete and return in the enclosed postage-paid envelope.

Completing this questionnaire should take about 20 minutes of your time. Your participation is voluntary and you do not have to answer any questions you don't want to. Except for your time and inconvenience, there are no risks in participating. Returning the questionnaire means you agree to participate. Your responses will remain confidential.

Please complete and return the questionnaire as soon as possible. If you have any questions about the survey, please contact Eva McLaughlin at 581-1646, or email eva.mclaughlin@umit.maine.edu. If you have any questions about your rights as a research participant, please contact Gayle Anderson, Assistant to the University of Maine's Protection of Human Subjects Review Board, 581-1498, gayle.anderson@umit.maine.edu.

Thank you,

Charles E. Morris
Project Director

encs.

Maine State Parks and Historic Sites Survey

This survey is being conducted by the Margaret Chase Smith Policy Center at The University of Maine. It is being conducted in partnership with the Maine Department of Conservation, Bureau of Public Lands. You must be at least 18 years of age to participate in the survey. If you are under 18, please have someone in your household who is 18 or over answer the questionnaire.

The survey is designed to find out about the characteristics and preferences of people who visit Maine's state parks and historic sites. The information from this survey will be used to support management and improvements in Maine's parks and historic sites

Completing the questionnaire should take about 20 minutes of your time. Your participation in this survey is voluntary and you do not have to answer any questions you don't want to. Do not put your name or other identifying marks on the questionnaire. The number stamped on the questionnaire allows us to know that you returned the questionnaire. Your name will not be connected to your answers.

After you have completed the questionnaire, please mail it to us in the postage-paid envelope provided.

Thank you for your help.

First, we'd like to ask you some general questions about your visits to state parks and historic sites.

1. How many times did you visit Maine state parks and historic sites last year (2004)? (check one)

<input type="checkbox"/> One time	<input type="checkbox"/> Four to ten times
<input type="checkbox"/> Two or three times	<input type="checkbox"/> More than ten times

2. How many times do you expect to visit Maine state parks and historic sites this year (2005)? (check one)

<input type="checkbox"/> One time	<input type="checkbox"/> Four to ten times
<input type="checkbox"/> Two or three times	<input type="checkbox"/> More than ten times

3. How many different Maine state parks and historic sites do you expect to visit this year (2005)? (check one)

<input type="checkbox"/> One	<input type="checkbox"/> Four to ten
<input type="checkbox"/> Two or three	<input type="checkbox"/> More than ten

4. Have you already or do you plan to purchase an annual Maine state park pass this year?

<input type="checkbox"/> No	<input type="checkbox"/> Yes, (please check type of pass)
	<input type="checkbox"/> individual
	<input type="checkbox"/> vehicle
	<input type="checkbox"/> senior citizen

Next, we'd like to ask you some questions specifically about the state park or historic site that you were visiting when you agreed to participate in this survey.

5. Which state park were you visiting when you were asked to do this survey? *(write your answer below)*

6. What was the date of that visit? *(for example, June 23)* month____; day_____.

7. How many people were in your party in each of the following age categories? *(write numbers below)*

0 to 5 years old _____ (number of persons)

6 to 11 years old _____ (number of persons)

12 to 17 years old _____ (number of persons)

18 to 44 years old _____ (number of persons)

45 to 64 years old _____ (number of persons)

Age 65 and older _____ (number of persons)

8. During the trip when you visited this state park or historic site, how many nights did you stay in each of the following types of overnight lodging ? *(write numbers below)*

☐ It was not an overnight trip (go to question 10 on the next page)

_____ nights Camped at the state park campground

_____ nights Camped at a nearby campground

_____ nights Stayed at the home of friends or relatives

_____ nights Rented a motel room , cabin, or other rental unit

9. If you camped in the state park, what type of camping equipment did you use? *(check one)*

☐ Small tent (sleeps up to 3 people; up to 50 square feet)

☐ Medium tent (sleeps 4 – 6 people; 51 -150 square feet)

☐ Large tent (sleeps more than 6 people; more than 150 square feet)

☐ Small camper or RV (up to 15 feet in length)

☐ Medium camper or RV (16 – 25 feet in length)

☐ Large camper or RV (26 – 30 feet in length)

☐ X - Large camper or RV (31 to 35 feet in length)

☐ XX - Large camper or RV (longer than 35 feet)

10. What types of recreation equipment did you bring with you? *(check all that apply)*

- ☐ Canoe / kayak / rowboat
- ☐ Motorboat
- ☐ Bicycle
- ☐ ATV / motor bike
- ☐ Outdoor games (horseshoes, badminton, etc.)
- ☐ Fishing gear
- ☐ Hiking/climbing gear
- ☐ Camera/photography gear
- ☐ Other (specify) _____

11. What kinds of activities did adults or children in your group do during your visit? *(check all that apply)*

- ☐ Swimming
- ☐ Sunbathing
- ☐ Picnicking
- ☐ Boating/paddling
- ☐ Hiking
- ☐ Running/jogging
- ☐ Fishing
- ☐ Hunting
- ☐ Observing nature and wildlife
- ☐ Biking
- ☐ Outdoor games / playground
- ☐ Photography
- ☐ ATV / motor bike riding
- ☐ Scheduled park program, event or lecture
- ☐ Other (specify) _____

12. Please check the statement that best describes your visit to this park during this recreational trip.

- ☐ It was an unplanned visit – I decided to visit when I learned that there was a park / historic site in the area.
- ☐ I planned to visit this state park / historic site as part of recreational trip that included other destinations.
- ☐ Visiting this state park /historic site was the primary purpose of this recreational trip.

13. Overall, how would you rate your visit to this park or historic site? *(check one)*

- | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Very Poor | Fair | Average | Good | Excellent |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Questions 14 and 15 ask about expenses associated with your visits to state parks or historic sites. When reporting your expenses, please keep in mind the following:

- a. Report only expenditures made in Maine. Do not report any spending that took place outside of Maine. If you drove to Maine from outside the state, report only expenditures that you made in Maine.
- b. Please report all expenditures for everyone in your group.
- c. Use your best estimate for each answer. Enter a zero if you made no expenditures.
- d. Please do not include any expenditures more than once.

Spending during this trip.

14. About how much did your party spend on each of the following trip-related expenses during the entire trip when you received this survey? You should include expenditures involving other destinations as long as they were part of your overall recreational trip. (write answers below, enter "0" if none)

	<u>Spending during <i>this trip</i>.</u>
Gasoline and oil for vehicles, boats, etc.	\$ _____.00
Turnpike tolls	\$ _____.00
Transportation (rental cars, bus, trains, planes)	\$ _____.00
Groceries, food, ice, liquor bought in stores	\$ _____.00
Restaurant and lounge expenses	\$ _____.00
Overnight accommodations (motel, campground, etc.)	\$ _____.00
Rented equipment (tents/campers, boats, bikes, etc)	\$ _____.00
Souvenirs and gifts	\$ _____.00
Firewood, charcoal, cooking fuels	\$ _____.00
Disposable paper/plastic cups, plates, utensils, etc.	\$ _____.00
Guides and tour packages	\$ _____.00
Bait for fishing	\$ _____.00
Park, entertainment, and amusement admission fees	\$ _____.00
Other (specify) _____	\$ _____.00
Other (specify) _____	\$ _____.00

Spending during the last 12 months.

15. This question asks about your purchases of outdoor recreational equipment during the past 12 months. Please check any item that was purchased by your party during the last 12 months. Indicate about how much was spent on items in that category, then write how much of that item's overall use occurs while visiting Maine state parks or historic sites.

(For example, if you bought a cooler and expect that it will be used in state park campgrounds about half the time, indicate 50% use.)

Bought in last 12 months	<u>Total spent</u>	<u>Percent used in state parks</u>
<input type="checkbox"/> Boats (and motors), canoes, kayaks, other watercraft	\$ _____ .00	_____ %
<input type="checkbox"/> Hats, swimsuits, towels, blankets, rain gear, other clothing	\$ _____ .00	_____ %
<input type="checkbox"/> Hiking boots or shoes, sandals, other footwear	\$ _____ .00	_____ %
<input type="checkbox"/> Cooking stoves, grills, coolers	\$ _____ .00	_____ %
<input type="checkbox"/> Tables, folding chairs, umbrellas	\$ _____ .00	_____ %
<input type="checkbox"/> Outdoor games (horseshoes, ball games, etc.)	\$ _____ .00	_____ %
<input type="checkbox"/> Beach toys, floats, etc.	\$ _____ .00	_____ %
<input type="checkbox"/> Day packs, carry bags, etc.	\$ _____ .00	_____ %
<input type="checkbox"/> Fishing equipment and tackle	\$ _____ .00	_____ %
<input type="checkbox"/> Binoculars, field glasses, telescopes, cameras	\$ _____ .00	_____ %
<input type="checkbox"/> Fishing licenses	\$ _____ .00	_____ %
<input type="checkbox"/> Boat and camper registrations	\$ _____ .00	_____ %
<input type="checkbox"/> Other (specify) _____	\$ _____ .00	_____ %

If you did not camp in the state park, please skip to question 17 on the next page.

If you camped in the state park during this visit, please answer question 16 below.

16. This question asks about your purchases of campers and tents during the past 12 months. Please check any item that was purchased from a retail dealer by your party during the last 12 months. Do not include private party sales. Indicate about how much was spent on items in that category, then write how much of that item's overall use occurs while visiting Maine state park campgrounds.

(For example, if you bought a tent and expect that it will be used in state park campgrounds about half the time, indicate 50% use.)

Bought in last 12 months	<u>Total spent</u>	<u>Percent used state parks</u>
<input type="checkbox"/> Motor home, RV	\$ _____ .00	_____ %
<input type="checkbox"/> Camping trailer (pop-up, self-contained, 5th wheel)	\$ _____ .00	_____ %
<input type="checkbox"/> Tents, tarps, screen rooms, sleeping bags, backpacks	\$ _____ .00	_____ %
<input type="checkbox"/> Boat and camper registrations	\$ _____ .00	_____ %
<input type="checkbox"/> Other (specify) _____	\$ _____ .00	_____ %

17. For each of the following park/site characteristics, please answer two questions.

- 1) How important is the characteristic to you generally during a visit to any outdoor recreational area.
- 2) How satisfied were you with this particular state park or historic site regarding that characteristic.

	Level of Importance					Level of Satisfaction				
	←————→					←————→				
	Not Important				Very Important	Not Satisfied				Very Satisfied
<u>Park Operations</u>										
Hours of operation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Entrance fees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Level of crowding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Condition of park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Toilet/shower facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food and sundries concessions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kiosks / information displays	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staff helpfulness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staff-led programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access roads and parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Recreational Facilities</u>										
Swimming and beach areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Picnic areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sunbathing areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recreation halls / shelters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hiking/walking trails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Natural areas for observing wildlife	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fishing opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hunting opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Biking trails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outdoor games / playgrounds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Boat launches, moorings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ATV trails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Horseback riding trails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Canoe / kayak rentals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Park Location</u>										
Close to year-round home in Maine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Close to seasonal home in Maine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Close to temporary lodging in Maine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If you did not camp in the park, please skip to question 21 on the next page.

If you camped in the state park during this visit, please answer questions 18 through 20 below.

18. How did you reserve your campsite? *(check one)*

- ☐ I did not make a reservation
 ☐ I made a phone reservation
 ☐ I made an on-line reservation
 ☐ I made an in-person reservation
 ☐ I made a mail reservation

19. How satisfied were you with the reservation system? *(check one)*

- Not Satisfied ☐

 Average ☐

 Very Satisfied ☐

20. For each of the following campground characteristics, please answer two questions.

- 1) Please indicate how important each characteristic is generally to your camping experience at any campground.
 2) Please indicate how satisfied you were with your experience in this campground.

	Level of Importance					Level of Satisfaction				
	<div> <div>←</div> <div>→</div> </div>					<div> <div>←</div> <div>→</div> </div>				
	Not Important				Very Important	Not Satisfied				Very Satisfied
Campsite size	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Campsite spacing / crowding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Campsite amenities (fire ring, table)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Campsite condition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Toilet / shower facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dumping station	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Camper programs (movies, lectures, etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Campground amenities (amphitheater, recreation hall,)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Campground fees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Campground concessions selling ice, firewood, snacks, supplies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Close to year-round home in Maine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Close to seasonal home in Maine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Close to temporary lodging in Maine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other: (specify)_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Finally, we'd like to ask a few questions about yourself.

21. What is your sex? ☐ Male ☐ Female

22. In what year were you born? 19 ____ ____

23. Which of the following best describes your level of education so far? *(check one)*

- | | |
|---|---|
| <input type="checkbox"/> Some high school, no diploma | <input type="checkbox"/> 2-year college/vocational graduate |
| <input type="checkbox"/> High school graduate/GED | <input type="checkbox"/> 4-year college graduate |
| <input type="checkbox"/> Some college, no degree | <input type="checkbox"/> Post-college graduate or professional degree |

24. During the past 12 months, what was the combined income for the members of your household? *(check one)*

- | | | | |
|--|--|--|--|
| <input type="checkbox"/> Less than \$10,000 | <input type="checkbox"/> \$15,000 - \$24,999 | <input type="checkbox"/> \$35,000 - \$49,999 | <input type="checkbox"/> \$75,000 - \$99,999 |
| <input type="checkbox"/> \$10,000 - \$14,999 | <input type="checkbox"/> \$25,000 - \$34,999 | <input type="checkbox"/> \$50,000 - \$74,999 | <input type="checkbox"/> \$100,000 or more |

Thank you for completing the questionnaire. Please mail the completed questionnaire in the enclosed postage-paid return envelope.

APPENDIX 3

COMPUTATION OF TRIP-RELATED EXPENDITURES

ATTRIBUTED TO STATE PARK VISIT

Computation of Trip-Related Expenditures Attributed To State Park Visit

Survey respondents were asked how much their party spent in Maine on a variety of trip related items during the entire trip (including other destinations during the trip) when they received the questionnaire. In order to determine what proportion of those trip-related expenses are attributable to the state park visit, the following formula was employed.

Trip-Related Expenditures Attributed To State Park Visit =
(Proportion of Total Days) X (Trip Purpose) X (Total Expenditure)

Proportion of Total Days

The questionnaire asked respondents if their trip to the state park was an overnight trip and if yes, the number of nights stayed at different overnight accommodations, including overnights staying in a state park campground.

Day use park and historic site respondents who indicated the trip was not an overnight trip and indicated they spent no money on overnight accommodations, were assigned a value of 1(day).

Day use park and historic site respondents who indicated the trip was an overnight trip and indicated the number of overnights during the trip, were assigned a value of 1(day)/total trip nights.

Day use park and historic site respondents who indicated the trip was not an overnight trip and indicated they spent money on overnight accommodations during the trip were assigned a value of 1/the average number of total trip nights of those who indicated overnight stays (3.92 for Maine residents and 5.1 for out-of-state residents).

Campground respondents all indicated overnight stays and were assigned a value of total nights spent in the campground/total trip nights.

Trip Purpose

Respondents were asked if the visit to the state park was the primary purpose of the trip, was planned as part of a recreational trip that included other destinations, or was unplanned.

Respondents who indicated the state park visit was the primary purpose of the trip were assigned a value of 1.

Respondents who indicated the state park visit was planned as part of a recreational trip that included other destinations were assigned a value of 0.75.

Respondents who indicated the state park visit was unplanned were assigned a value of 0.5.

APPENDIX 4

**MAINE STATE PARKS
AND HISTORIC SITES**

Day Use Parks

Park	Town	Inland / Coastal	Swim Park
Aroostook ¹	Presque Isle	Inland	Yes
Birch Point Beach	Owls Head	Coastal	Yes
Bradbury Mountain ¹	Pownal	Inland	No
Camden Hills ¹	Camden/Lincolnville	Coastal	No
Cobscook Bay ¹	Edmunds Twp	Coastal	Yes
Crescent Beach	Cape Elizabeth	Coastal	Yes
Damariscotta Lake	Jefferson	Inland	Yes
Ferry Beach	Saco	Coastal	Yes
Grafton Notch	Grafton Twp	Inland	No
Holbrook Island	Brooksville	Coastal	No
Kettle Cove	Cape Elizabeth	Coastal	Yes
Lake St George ¹	Montville	Inland	Yes
Lamoine ¹	Lamoine	Coastal	No
Lily Bay ¹	Beaver Cove	Inland	Yes
Mackworth Island ²	Falmouth	Coastal	No
Moose Point	Searsport	Coastal	No
Mt. Blue ¹	Weld	Inland	Yes
Owls Head	Owls Head	Coastal	No
Peacock Beach	Richmond	Inland	Yes
Peaks-Kenny ¹	Dover-Foxcroft	Inland	Yes
Popham Beach	Phippsburg	Coastal	Yes
Quoddy Head	Lubec	Coastal	No
Range Ponds	Poland	Inland	No
Rangeley Lake ¹	Rangeley	Inland	Yes
Reid	Georgetown	Coastal	Yes
Roque Bluffs	Roque Bluffs	Coastal	Yes
Sebago Lake ¹	Casco/Naples	Inland	Yes
Swan Lake	Swanville	Inland	Yes
Two Lights	Cape Elizabeth	Coastal	No
Vaughan Woods	South Berwick	Inland	No
Warren Island ¹	Isleboro	Coastal	No
Wolfe's Neck Woods	Freeport	Coastal	No

¹ Day use areas in campground parks

² Public land now managed as a day use park

Historic Sites

Park	Town	Inland / Coastal	SwimPark
Colonial Pemaquid	Bristol	Coastal	No
Eagle Island	Harpswell	Coastal	No
Fort Baldwin	Phippsburg	Coastal	No
Fort Edgecomb	Edgecomb	Coastal	No
Fort Kent	Ft. Kent	Inland	No
Fort Knox	Prospect	Coastal	No
Fort McClary	Kittery	Coastal	No
Fort Point	Stockton Springs	Coastal	No
Fort Popham	Phippsburg	Coastal	No
Katahdin Iron Works	Katahdin Iron Works	Inland	No

Campgrounds

Park	Town	Inland / Coastal	Swim Park
Arroostook	Presque Isle	Inland	Yes
Bradbury Mountain	Pownal	Inland	No
Camden Hills	Camden/Lincolnville	Coastal	No
Cobscook Bay	Edmunds Twp	Coastal	Yes
Lake St. George	Montville	Inland	Yes
Lamoine	Lamoine	Coastal	No
Lily Bay	Beaver Cove	Inland	Yes
Mount Blue	Weld	Inland	Yes
Peaks-Kenny	Dover-Foxcroft	Inland	Yes
Rangeley Lake	Rangeley	Inland	Yes
Sebago Lake	Casco/Naples	Inland	Yes
Warren Island	Ilseboro	Coastal	No